



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

# Contract # 334874

Schedule Dates 10/02/12-10/08/12  
Advertiser Pol/R Casey/D/US Senate (16759)  
Agency Shorr & Associates (2909)  
Product Political - Federal Candidate (1067)  
Brand POL/R CASEY/D/SEN/PA (134120)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name DETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments :POB CASEY 10/02  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/01/12  
Last Modified 10/02/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06359618  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,212.50  
Net Total \$29,537.50  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Oct. 2012  
Grand Total: 30 \$34,750.00

84

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	7A-8A (EST)	1		1	1	1	1			4	\$850.00	\$4,000.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/1/12
2.0	Normal Line / Spot	10/08/12-10/08/12	3	:30	7A-8A (EST)	1								1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY 7-8A/2	10/1/12
3.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	8A-9A (EST)	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY 8-9A/3	10/1/12
4.0	Normal Line / Spot	10/08/12-10/08/12	3	:30	8A-9A (EST)	1								1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY 8-9A/4	10/1/12
5.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	5:59A-Channel 11 News Sun	1		1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	NEWS 6-7A/5	10/1/12
6.0	Normal Line / Spot	10/08/12-10/08/12	3	:30	5:59A-Channel 11 News Sun	1								1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 6-7A/6	10/1/12
7.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	4P- Judge Judy 4p	1		1	1	1	1			4	\$550.00	\$2,200.00	Pittsburgh (WPXI)	JUDY 4-430P/7	10/1/12
8.0	Normal Line / Spot	10/08/12-10/08/12	3	:30	4P- Judge Judy 4p	1								1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDY 4-430P/8	10/1/12
9.0	Normal Line / Spot	10/06/12-10/06/12	3	:30	6P- CHANNEL 11 NEWS	1						1		1	\$850.00	\$850.00	Pittsburgh (WPXI)	NEWS 6-630P/9	10/1/12
10.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$2,200.00	\$4,400.00	Pittsburgh (WPXI)	JEOP 7-730P/10	10/1/12
11.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	7:30P- WHEEL OF FORTUNE	3		X	X	X	X			3	\$2,200.00	\$6,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/11	10/1/12
12.0	Normal Line / Spot	10/02/12-10/05/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$2,700.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/12	10/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

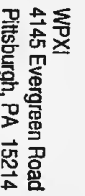
Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Agency	Shorr & Associates (2909)	CO-OP	Yes
Product	Political - Federal Candidate (10657)	Headline #	06359618
Brand	POL/R CASEY/D/SEN/PA (134170)	Demo	
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Normal
Sales Office	Telerep/Washington DC	Package Deal	
Buyer Name	DIETTORRE, MICHAEL	Commission %	15.00
Phone/Fax	/	Commission	\$5,212.50
CPE	N/A	Net Total	\$29,537.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	BOB CASEY 10/02		

<b>Pittsburgh (WPXI)</b>	
<u>By Broadcast Month</u>	<u>Spots</u> <u>Rate</u>
Oct. 2012	30      \$34,750.00
<b>Grand Total:</b>	30      \$34,750.00

[illegible]

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